**Conclusions**

The provided Kickstarter data shows theater is the most popular type of campaign, totaling 1393 campaigns, representing just over a third of all campaigns (33.86%).

The data further shows within the theater category, plays are the most common Kickstarter, totaling 1066 campaigns. Of the 1066 campaigns, 694 plays were successfully funded whereas only 353 failed.

Finally, the data illustrates that regardless of year or category, campaigns starting in May have the highest number of success (232 successes) while campaigns starting in October have the highest number of failure (150 failures).

**Limitations**

The Kickstarter dataset provides some limitations. Notably, it does not have any macroeconomic indicators that can impact the likelihood of a successful campaign, especially given the number of different countries involved. Furthermore, the data set does not provide details regarding the donation of each backer. While we can extrapolate an average contribution, we don’t know if a few backers disproportionately account for the total pledged funding amount.

**Further Analysis**

With further analysis, the campaigns could be segregated by country to determine how country impacts success or failure as well as determine popularity of Kickstarter between countries. Additionally, we could analyze the average funding goal per category and subcategory to determine the how goals vary depending on the type of campaign.